



welcome

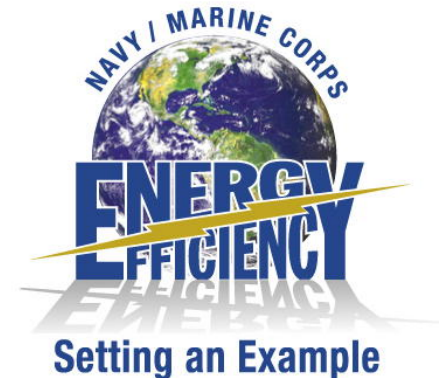
Energy 2004

Luis Vasquez-Ajmac

President of MAYA Advertising & Communications

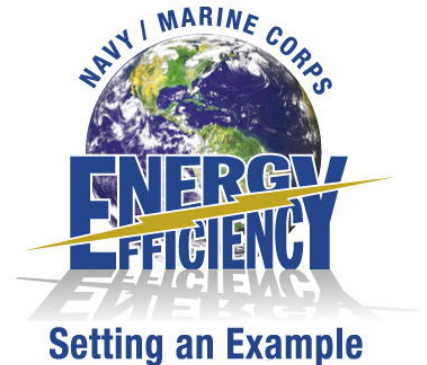
Our 4 Goals

- ① Why Hire an Agency?
- ② MAYA's work for the Department of Navy
- ③ Media Relations Tips
- ④ Problems vs Solutions



Why Hire an Agency?

- Professional experts
- They can be ears and eyes
- Leverage relationships for the client
- Resources
- Why re-invent the wheel?



MAYA's work for the
Department of Navy

Annual Secretary of the Navy Energy Awards Ceremony



Quarterly Energized Newsletter

+Energized




Volume 9 • May 2004 • Issue 1

Inside:

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A Naval Facilities Engineering Service Center publication for Navy and Marine Corps energy managers and public affairs officers. Energized is for official DON use only.

Energy Awareness Program Kickoff Meeting

To start the New Year and begin refreshing and re-energizing the energy awareness program, a kickoff meeting was held on 09

New Photovoltaic System Largest in the Country among Federal Agencies



1.1 MW photovoltaic power generating plant

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February 2004, at NAVFAC Headquarters in Washington, DC, with NFESC and NAVFAC management and MAYA Advertising & Communications.

MAYA, the new energy awareness program contractor, presented an initial 3-year plan that described their approach for enhancing the Department of the Navy's (DON) energy program.

The program's purpose is to publicize the goals of the DON's Energy Program, increase DON military [cont. page 4]

Savings from Automatic Submetering

Cellular transmitters reduce errors and save annual labor. Page 3.

Q&A

Best Practices in Federal Energy Management. Lessons learned from the 2003 SECHAV winners. Pages 7-8.

Solar Thermal Heating and Skylighting

Leads to 2003 energy savings of 4,100 MBtu in natural gas & 778 MBtu in electrical savings. Page 5.

First DON LED Aviation Lights

More efficient and more visible than conventional aviation lights. The new LED lights are expected to last much longer. Page 6.

Access the DON Energy Web site for ideas, planning tips, and tools. Go to <https://energy.navy.mil> and scroll down the left-hand column to the Awareness pick.

LOG ON

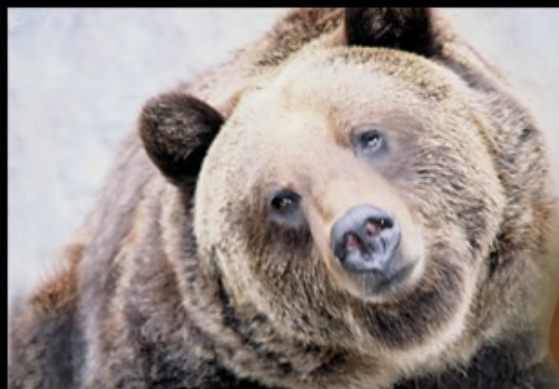
Local and National Media Outreach



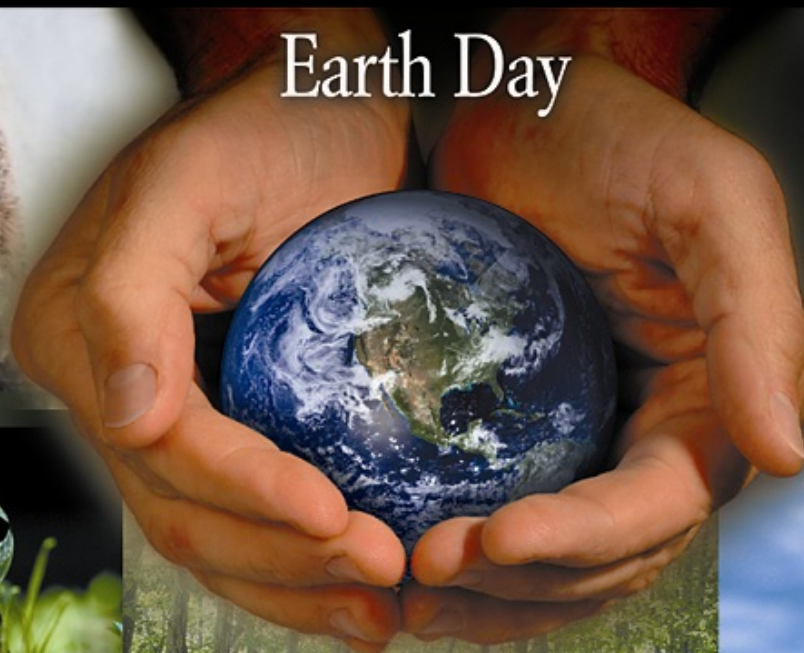


Program Materials Including General Video and Brochure

Earth Day



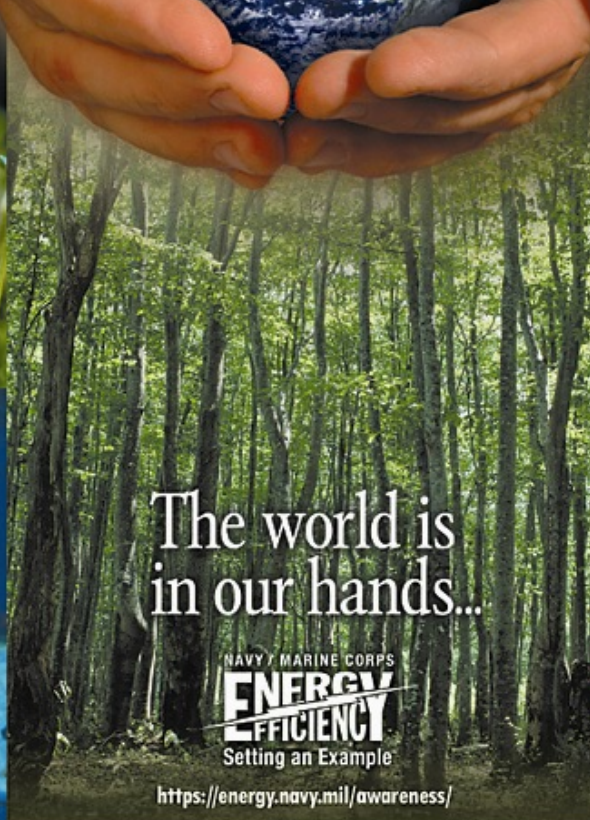
Turn off lights and electronics when not in use.



Don't waste water or let faucets drip.



Always recycle paper, glass, metal and plastic.



The world is
in our hands...

NAVY / MARINE CORPS
**ENERGY
EFFICIENCY**
Setting an Example

<https://energy.navy.mil/awareness/>



Use energy efficient light bulbs and rechargeable batteries.





A Vision for Decreased Dependence on Foreign Oil and a Cleaner Environment

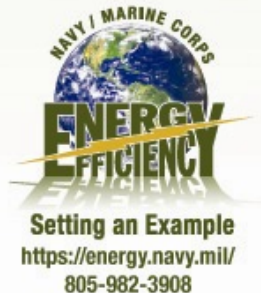
The U.S. Department of Navy's (DoN) energy efficiency efforts are protecting our nation's vital natural resources at a time when the United States relies heavily on foreign sources of energy. The DoN Energy Program is moving America toward a more sustainable future by conserving energy resources and improving environmental quality.

The DoN's Energy Program has been instrumental in helping the Navy and the Marine Corps reach its energy reduction goals, and reduce greenhouse gas and indirect nitrous oxide (NOx) emissions. Since 1985, the Energy Program has saved taxpayers several million dollars per year.

AWARDS

Each year the U.S. Department of Energy's Federal Energy Management Program (FEMP) gives awards to honor federal agencies who achieve significant energy or water savings. The awards are given not only for reducing energy and water usage, but also to those who have introduced innovative energy or water conservation technologies.

- The DoN won 30 percent of the FEMP awards presented last year.
- The DoN won an "Outstanding Performance" Presidential Award for Leadership in Federal Energy Management.
- The DoN won a Star of Energy Efficiency Award presented by the Alliance to Save Energy.
- Eight Navy and Marine Corps bases, a squadron, and Navy ships have been named world leaders in energy conservation.



Protecting the Future



The world is in our hands...



The Department of Navy Energy Program Overview



Low water use landscaping.



Wind energy production.



Wave energy production.



Renewable geothermal energy production.



Solar energy production.



Fuel and water conservation efforts.

The Department of the Navy's Energy Program Goals

- Reduce its greenhouse gas emissions by 30 percent by 2010, which will improve the environment.
- Reduce energy consumption in all facilities 35 percent by 2010.
- Reduce energy use in industrial and laboratory facilities by 20 percent by 2005 and 25 percent by 2010.
- Reduce the DoN's use of petroleum by switching to natural gas, or a renewable energy fuel, plus strive to use less fuel.
- Reduce water consumption and energy use in buildings.
- Purchase Energy Star™ energy efficient appliances and other efficient products.
- Use sustainable design principles when constructing new facility buildings.
- Expand the life cycle, cost effective use of renewable energy within its facilities.

Energy Program Accomplishments

- Since 1985, the DoN shore facilities have reduced energy consumption by more than 26 percent. The DoN is ahead of its goal to reduce energy consumption 35 percent by 2010.
- The DoN implemented millions of dollars in energy saving improvements which greatly reduced annual consumption and will save millions of dollars more than the investment amount over the life of the technology.
- Since electric motors consume more than half of the nation's electricity, the DoN has replaced many old, inefficient ones with more efficient models saving energy and dollars.
- In Washington, DC at the Navy Yard, all vehicles are able to run on alternative fuels, such as natural gas or ethanol. These 28 vehicles combined make over 60,000 trips around their area each year. Research is also underway to explore the potential of using fuel cell and bio-diesel (soy oil) fuel as an alternative to gasoline and regular diesel.

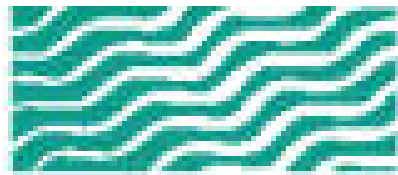
- In Hawaii, there is a unique form of energy being generated by the Navy's Wave Energy project. It converts the mechanical energy of ocean waves into electricity.
- The DoN built the two largest federal photovoltaic projects with the installation of a 1.1 megawatt (MW) system at a Marine Corps installation and a 750 kW system at a Navy installation, both in California. These systems improve electric grid reliability, generate enough electricity equivalent to the need of 1,200 homes, avoid burning 6,000 barrels of crude oil equivalent annually, and avoid 567 metric tons of greenhouse gases annually.
- The DoN installed three 225 kW wind turbines on San Clemente Island and it produces 13 percent of the island's electricity needs.
- The DoN's 270 MW geothermal power plant at NAWS, China Lake, California, has generated 26 million MWH since its inception. This power plant has provided enough resources to power 180,000 homes nearly pollution free.

National Awards

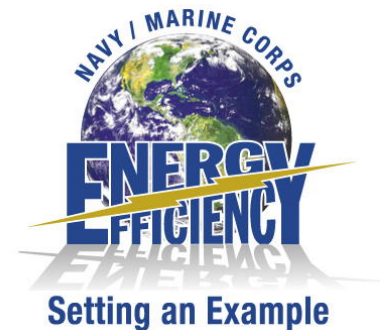


U.S. Department of Energy

Energy Efficiency and Renewable Energy

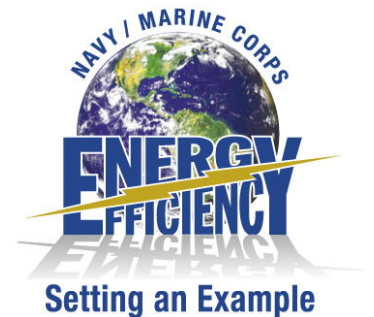


ALLIANCE TO
SAVE ENERGY



Media Tips

- Once I have the media interested in my story, how do I get my point across?
- If I hold a news conference, how should I be prepared?
- Why should I consider a media expert to assist me in media relations?



- What is the first step in planning a media relations effort?
- What media material should I prepare?
- How do I get the media to cover my story?
- Can I approach television, print, and radio media in the same manner?

Give me your **problems**,
I will give you **solutions**

thanks